

Attend the Fiesta;
 Help the Boys
 Of the Legion

Torrance Herald

Special Section
 On Fiesta
 And Exposition

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Every Tuesday and Friday

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Fiesta Opens Tonight for Five Days of Fun; Huge Tent Will House Splendid Auto Show

Nine Dealers Will Show Late Models In Big Exhibition

Success of Display Last Year Convinces Dealers of Sound Investment of Displays at Annual Torrance Event

Success of the automobile show at the Torrance Fiesta and Exposition last summer attracted almost every dealer in automobiles in this territory to the display this week with the result that the exhibition of the finest American motor cars will be on display under the big tent for five days, starting tonight.

Fred Palmer, who has charge of the automobile show, reports that dealers who exhibited in 1923 were loud in their praises of the event and came in readily this year, knowing that they would be repaid for their exhibits.

In this issue appear advertisements of the following dealers who have displays at the Fiesta: Schultz, Peckham & Schultz, Ford, Lincoln and Fordson; Day and Night Garage, Chevrolet; J. A. Phillips, Buick; Hale & Hiserdt, Studebaker; Bacon & Gerner, Paige and Jewett; John Crane, Maxwell and Chrysler; H. Gale Greis, Hudson and Essex; William Keckley, Oldsmobile.

Special Nights Mean Something

When the Legion puts on any event in any city in the Southland, posts in neighboring communities co-operate 100 per cent. The Bert S. Crossland Post therefore is assured that when nights are designated as special occasions for neighboring cities and towns, those designations will mean something.

The Legionnaires at San Pedro, Wilmington, Long Beach, Redondo, Gardena, Moneta and Lomita have promised to come to Torrance on the nights set aside for them.

Use our Want Ads for results.

BOXER MEETS WRESTLER IN FINAL EVENT

First-class boxers and wrestlers will engage in a five-night tournament starting tonight in the special tent at the Fiesta, to see which contestants shall enter the ring on Saturday night for the mixed bout—between a slugger and a catch-as-catch-can artist.

Kid Archer, well known boxer and promoter, is in charge of this show, which promises plenty of entertainment for athletic fans during the week.

A feature of the show will be the mighty Romonoff, who will wrestle all comers every night.

On Saturday night Romonoff will meet the famous Bull Montana, who has promised to be on hand as many nights as possible during the week.

P. E. Cars Carry Banners Telling World of Fiesta

The Pacific Electric Railway Company is co-operating with the Legion to make the Fiesta and Exposition a success. The company's cars throughout the harbor district are carrying banners telling the world about the Fiesta here. This service was donated by the P. E. without cost to the Legion.

THE FIESTA PROGRAM

Tuesday, 6 p. m.—Grand Opening of Shows on Midway, Industrial Exhibits and Automobile Show, Moneta and Gardena night. Boxing and wrestling.

Wednesday, 6 p. m.—Opening shows and concessions. Evening concert by Wilmington Chamber of Commerce band. San Pedro and Wilmington night. Boxing and wrestling.

Thursday, 4:30 p. m.—Shows and Exhibits open. Redondo Beach, Lomita and Harbor City night. Boxing and wrestling.

Friday, 4:30 p. m.—Shows and Exhibits open. Long Beach night. Boxing and wrestling.

Saturday, 12 noon.—Shows and Exhibits open. Torrance Industrial night. Ford given away by American Legion. Awards by exhibitors. Mixed boxing and wrestling contest in special tent.

Members of American Legion in neighboring towns and cities will attend on nights designated as set aside for them.

All through Fiesta men at Legion booth will assist veterans of World war in filling out applications for adjusted compensation. Boy Scout exhibition every night.

FOUR PLANES WILL BE HERE DURING WEEK

Want to go up in the air? You can do it during the Fiesta. Burdette Fuller, of the Burdette flying force, will have four planes here during the Fiesta and Exposition. The landing field will be near the Pacific Electric shops. Aviators' assistants will be at the Fiesta grounds on Cabrillo avenue during the week and will drive would-be passengers from the grounds to the flying field.

The arrangements with the aviators were made by A. L. Greiner, and every ride in the air brings more money into the Legion coffers.

Scouts Will Put On Exhibitions

The Boy Scouts of Torrance tonight will stage their first Fiesta exhibition under the big top at the Exposition. The public will have a chance to see the advantages these lads get from their membership in the Scouts. Those who have seen the local troops go through their stunts say that there is a treat in store for those who watch the lads work.

Be on hand Saturday night when they give that Ford coupe away. You may win it and will want to drive it home.

Legion Men Work Hard For Success Of 1924 Exposition

Veterans on Duty at Fair Will Wear Skull Caps So They May Be Readily Recognized as Committeemen

If diligent effort and hard work ever made any event successful the Torrance Fiesta and Exposition this year will be the best ever held in the harbor district, for members of the Bert S. Crossland Post, No. 170, American Legion, have been "stepping on it" for two months and intend to keep right on working until the big top is folded up and sent on its way to the next stop.

In order to facilitate Fiesta service to the public this week, Legion committeemen on duty at the Fiesta grounds will wear skull caps on which will be sewed silk ribbons which will designate them as committeemen.

A. L. Greiner is the Legion's general chairman. He has appointed the following committees:

Auto Parking
 Comrades M. F. Fix, Fred D. Fix, Steadman, Phillips, Wortham, Johnson, Rasmussen, Burmaster, At-

kins, Scoville, Satchell, Harder (chairman).

Legion Booth
 Comrades Tiffany, Bell, Briney, McPhail, Everett Malone, George Parr, Post, Totten.

Ford Booth
 Comrades Kingsley, Partridge, Frenger, Ludlow, G. M. King, Bob Reeve, McDonald, Peightal, Grubb.

Checking Ford Tickets
 Comrades Craig, Parker.

Supernumeraries
 Comrades John Pedersen, Moore, Christiance, Roeder, Twitzel, Baldwin.

Boxing-Wrestling
 Comrades Leslie, D. A. Murphy, Partridge, Reese, Young.

If you want a place to park, the Legion is running an auto parking space north of the Schultz, Peckham & Schultz garage. The local Ford dealers donated the space.

SEE OUR FORD AND FORDSON
 DISPLAY IN THE
 BIG FIESTA TENT



THE UNIVERSAL CAR

Lincoln

ASK ABOUT OUR FREE
 TICKETS ON FORD CAR
 TO BE GIVEN AWAY
 BY AMERICAN LEGION
 ON LAST DAY OF FIESTA

Fordson

THE UNIVERSAL TRACTOR

LATEST FORD MODELS
 AND FORDSON TRACTORS
 ON DISPLAY

WE EXTEND A CORDIAL INVITATION TO EVERY LINCOLN, FORD CAR, TRUCK
 AND TRACTOR OWNER OR PROSPECT TO CALL AT OUR BOOTH IN THE BIG TENT
 TO SEE THE NEWEST MODELS ON DISPLAY.

Fiesta Opens Tuesday Night, July 15th and Closes Saturday Night,
 July 19th

5---Big Nights of Amusement for Old and Young---5

SCHULTZ, PECKHAM & SCHULTZ

Lincoln, Ford and Fordson Dealers

Torrance, Calif.